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SEPTEMBER 1999

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MAGAZINE

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Canadian Business Press

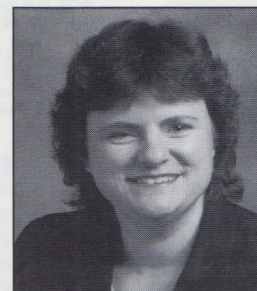
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COVER: Incredible Technologies.

PERSPECTIVES

With Sandra Anderson-Lloy



Gambling at the Corner

New Brunswick is one of only two provinces in Canada where coin machine operators have a slice of the VLT pie and despite opposition, they plan to keep it that way. Currently, the government plans to take Video Lottery Terminals out of corner stores by the end of September 1999.

For 10 years the New Brunswick provincial government has had a VLT agreement with machine owners and locations. There are five VLTs permitted in licensed taverns, two in licensed restaurants and two in convenience stores. In January the convenience store allowance was cut to one machine and some 630 machines were removed. The government's actions to remove the rest of the corner store machines seems to be a knee-jerk reaction to lobbyists against problem gambling. The machine owners and locations have been trying to negotiate with the government to reconsider their actions.

"I would be the first one to say, 'take them out' if it would help gambling addiction, but it doesn't address the problem," says David Attis, President of the New Brunswick Coin Machine Owners Association (NBCMOA). "This seems to be a politically correct move, not a logically correct one." He says the move will mean a loss of some 150 jobs among machine owners and 400 jobs at convenience store locations. "If it does happen we will have no recourse, but to challenge it legally," says Attis.

The association publically supports a proposal made to New Brunswick Finance Minister Norm Betts by corner store owners to keep their remaining machine provided the stores agree to follow strict rules regarding visibility

and accessibility of VLTs, as well as contribute some of their revenue to a public education fund to help curb problem gambling.

The split of machine revenues is approximately 54 per cent to government, 24 per cent to operators and 22 per cent to locations. Then 7 per cent Goods and Services Tax is taken from the locations' and operators' shares.

The NBCMOA represents 80 small businesses across the province.

"We are one of the best partners the government has ever had," says Attis. "We don't cost them a thing and we give them approximately \$60 million a year."

Jeanne Laniel, 1909-1999

Friends of the industry are saddened to learn of the recent passing of Jeanne Laniel, wife of Romeo Laniel, founder of Laniel Automatic Machines Inc.

Jeanne Laniel, of Montreal, would have been 90 years old on October 10, 1999. She is survived by three children, including Laniel Automatic president Pierre Laniel, 9 grandchildren and 10 great grandchildren.

Jeanne Laniel supported the business, doing accounting for the company in its beginning years.

Services took place at St-Viateur of Outremont church in Montreal on August 7, 1999. Some 200 friends and family attended. She was cremated and buried next to Romeo Laniel who died some 30 years earlier.

Coin Box sends its heartfelt condolences to the Laniel family. □

NOTICE TO OUR READERS

The operation of some of the games advertised in this publication and the features therein may be subject to various federal, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be legally sold or operated.

—The Publisher

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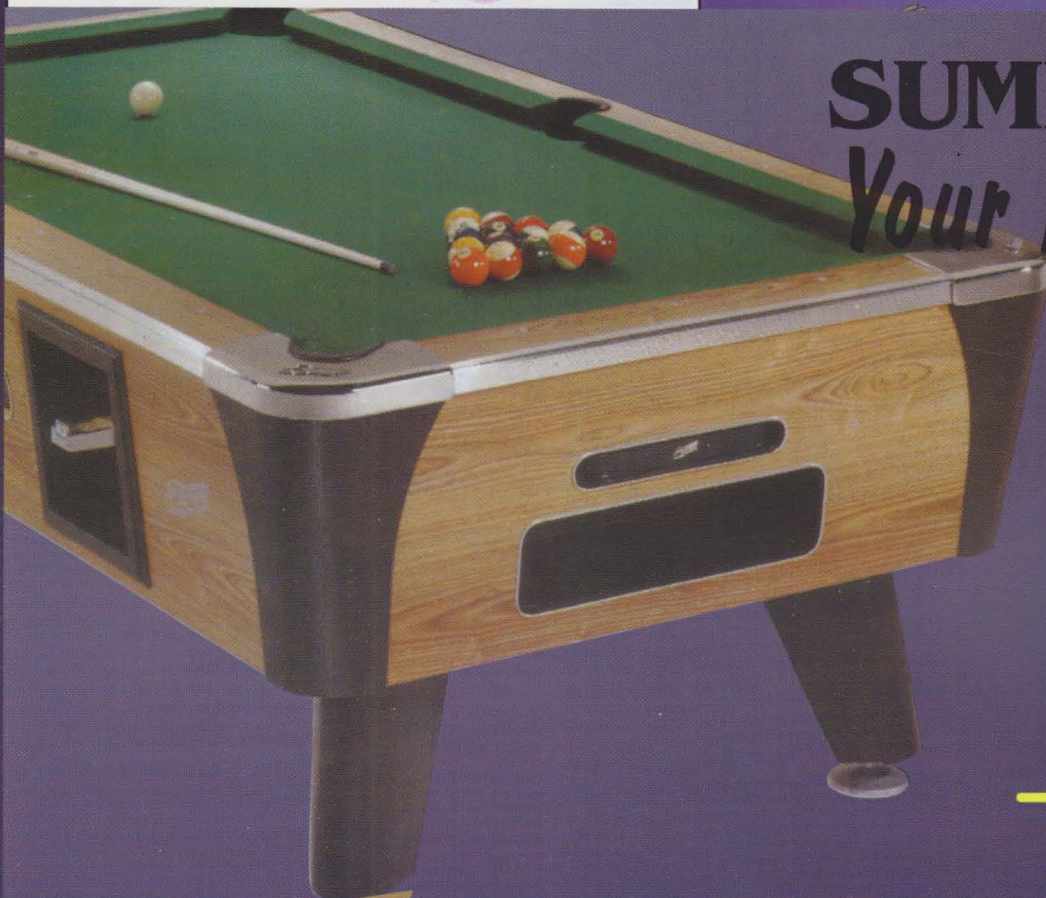
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Community Involvement Breeds Renewed Interest For Pinballs

Creativity ran high in inner city Toronto this June, when three classes of grade 8 students at Fairbanks Middle School presented their class projects to the Laniel Automatic Toronto office.

Teacher Susan Loban invited Jerry Power, Margaret Patey and Robert Baraké to speak to her group of some 60 teenagers about the coin operated industry with a particular focus on pinball machines.

Their class project required students in groups of three to five to work together to build a pinball machine. Themes for the playfield design and artwork were inspired by a different book that each group had studied during their semester. The Laniel staff were then asked to make the rounds in order to inspect each machine, discuss it with the students and offer their comments about the design.

Sales Manager, Jerry Power comments, "In light of the current negativity towards video games in the media, this is a refreshing change," he says about the class visit. "It was enjoyable to see how a group of intelligent grade 8's could take a story-line and manufacture that idea into a playable product."

Each pinball they made had to have one electronic component. Most had wooden flippers. Every game was functional in its own way.

Laniel Technician Robert Baraké says, "I was amazed at the innovative



Centre from left: Robert Baraké, Jerry Power and Marg Patey from the Laniel Automatic Toronto office visit a group of creative grade 8 students with a South Park pinball. The students had to make pinball games based on a book that they read.

ideas that some of these youngsters displayed. What they couldn't manage to duplicate from real machines, they simply reinvented in their own fashion. It goes to show that sometimes a fresh mind sees things in a more creative light than seasoned designers. Then again maybe it's just the open-mindedness of youth."

After making the rounds, Power and Baraké gave the captive audience a lecture and demonstration using a Sega "South Park" pinball they had brought with them for the morning event. During the question period, both Power and Baraké took turns in outlining the multifaceted opportunities tied into the colourful coin-op industry. They also explained to the class the incredible teamwork which is vital in order to create an entertaining pinball machine.

"Of anything I've ever done, this is the most rewarding," says Power about the presentation to the students. When it was all over the students thanked the Laniel staff for taking the "time from their busy schedules" to come to their school and speak with them about the many opportunities which are available to all connected to the coin-op amusement industry.



Students pose with their pinball game.

Manitoba Hotelier Ready To Challenge VLT Law In Court

A rural Manitoba hotelier is crying foul as a result of a new provincial law that will cost him his video lottery terminals.

"The VLTs represent 25 per cent of my revenues," says Albert Siemens, who owns the Winkler Inn in Winkler in southern Manitoba. He says that he bought the hotel in 1993 expecting to profit from the VLTs. What particularly galls Siemens is that his is the only hotel in the province effected by the new

Gaming Control Local Option (VLT) Act that was passed on July 14.

Siemens' problems began last fall when the people of Winkler voted 78 per cent in a non-binding plebiscite against having VLTs in their community. Winkler is a largely Mennonite community where religious values are strongly held. It was the only community in Manitoba to vote to do away with VLTs. Siemens challenged the

plebiscite results in court. The new Act however retroactively gives full legal authority to the plebiscite.

"They never even let my case work its way through the courts," Siemens says of the new Act.

Shirley Reender, Minister responsible for the Gaming Commission, responds that the democratic process has to be

Continued on page 4

Midway Restructuring

Midway Games Inc. announced a restructuring of the coin-op sales and marketing groups for the Midway and Atari brands. The restructuring brings the sales and marketing groups for these two brands together in an effort to more effectively meet the demands of an evolving coin-op market.

"The coin-op business has undergone some changes and there are some very exciting new opportunities," said Mark Struhs, Vice President of Sales and Marketing for Midway. "By streamlining the sales and marketing efforts for Midway and Atari, we are able to maximize our business potential and focus key personnel on some new rapidly growing areas of the coin-op industry."

All sales and marketing for both the Midway and Atari coin-op video product will now be based out of Midway's Chicago headquarters, with regional sales managers in offices around the world working closely with authorized Midway and Atari distributors. The four domestic regional sales managers are Ron Baum, Mark Chan, Tom Keil and Damon Paramore, Rachel Davies, vice president of sales and marketing for Midway's European coin-op business, now represents both the Midway and Atari brands. Masao Obata represents the Midway and Atari brands in Asia, and Alex Donnelly now represents both brands in the South American market.

Midway also announced an expansion of the coin-op sales department focused on the countertop business. Midway sales veterans Joe Bundra and Vince Moreno are now working with Dave Myers exclusively on the Touchmaster line of countertop and upright touchscreen games.

"Touchmaster is a big part of our business, and we are pleased to be able to dedicate experienced sales-people exclusively to this rapidly expanding product category," said Struhs. "Dave and his team are going to be working very closely with distributors and operators to make sure Touchmaster is the number one, highest earning countertop product on the market."

Midway Games is a leading designer and manufacturer of coin-operated entertainment.

INDUSTRY NEWS

Starburst Returns To Its Entrepreneurial Roots

Some three years ago, Len Keywood sold Starburst Coin Machines Inc., the company he founded in Toronto, Ontario, to Laser Quest, (which became Versent). As a



Mark Kupiec

result of its decision to concentrate on its core business, Versent has sold Starburst back to Keywood as of

May 4, 1999. Joining Keywood, as partner and Chief Operating Officer is Gary Walters, previously the company's lawyer.

Starburst is pleased to welcome back Mark Kupiec, in the capacity of Senior Sales Consultant. Mark joins Guylaine Tassoni, Sales Director, along with Marc Raymond and Steve Ioannou, to complete Starburst's dynamic sales team.

"With Starburst's return to its entrepreneurial roots, I believe the opportunities are irresistible," says Kupiec.

Power to Head Laniel Ontario

Jerry Power has been promoted to the position of Western Sales Manager in charge of the Ontario office at Laniel Automatic distributors.

Having worked for three major Canadian distributing companies as well as operating his own route for 5 years, the well-rounded Power has 25 years of experience in the coin operated amusement industry which incorporates an extensive technical background as well as sales.

Margaret Patey's Office Administration duties have now been expanded to include sales. Robert Baraké will remain as head of the technical service and parts departments.

"Jerry Power is 100 per cent

dedicated to the industry and I am confident in his abilities to lead the Ontario division of the company into the next millennium," says Laniel Automatic's Vice President Dominique Laniel.



Jerry Power

Mark Kupiec has left the company to pursue other interests.

Corrections

Magikkastle of North Hatley, Quebec, manufacturers of large screen systems for video games would like to point out that their listing in the *Coin Box* Buyers' Guide published in May 1999 should have indicated that Atlas Automatique Inc. was its distributor in Quebec, not Laniel Automatic. The other distributors, New Way Sales and Pacific Vend were listed correctly.

The July issue of *Coin Box* featured a column by technical writer Jean-Guy Hardy. It was stated at the end of the article that he was from Service Coin in Moncton, NB, when in fact the company is located in Saint John, NB.

Manitoba Hotelier

Continued from page 3

respected and that the people of Winkler were quite clear in what they wanted last fall.

"People shouldn't be counting on gambling revenues to save their businesses anyway," Reender says.

The government passed the new legislation, she notes, to forestall lawsuits such as Siemens'. Alberta recently introduced similar legislation regarding VLTs for the same reason, she says. Siemens is considering challenging the new law in court. In the meantime, he has until December 1 to get rid of his 12 VLT machines.

By Myron Love

NSM M.U.S.I.C. Announces Aggressive New Market Approach

NSM management has pulled out of negotiations to sell its M.U.S.I.C. division to another major player in the music business.

Ullrich D. Schulze, CEO and owner together with his wife, Astrid, confirm that negotiations had been ongoing for some time. However, NSM withdrew from these negotiations and has now decided that it will keep its M.U.S.I.C. business as a 100 per cent division of Loewen Entertainment, its new entity that combines all coin-op activities of NSM. The company has appointed Barry Kirby, a well-known industry veteran, to the position of President and Managing Director of NSM M.U.S.I.C. Over the last ten years, Kirby has successfully built NSM's U.K. subsidiary into the market leader of that country with a market share of greater than 50 per cent. Kirby replaces Klaus Rotermond, the former division head, who has left NSM.

Kirby will be headquartered in the UK, with R&D and production remaining in Bingen, Germany.

"I'm excited about the new position and the opportunities NSM has in the jukebox market world wide," states NSM M.U.S.I.C.'s new President and Managing Director Barry Kirby. "As an organization, we've already made great strides in the European, North American, and Latin American markets. I'm convinced that, over the next few years, we will reach an even greater level of success."

With the negotiations now ended, Schulze expects greater emphasis to be placed on the production of jukebox products. With the continued success of its Midnight Sapphire and Sapphire floor models and GEMFIRE and GEMSTAR wall models, NSM will work quickly to relieve its present backorder situation in North America.

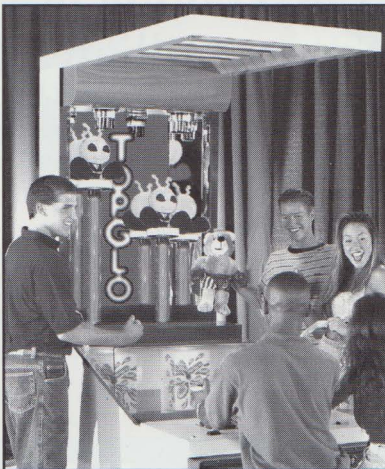
For Canadian music operators, NSM's new market approach will be beneficial according to NSM's Executive Vice President Bill Ward. "We've always been pleased with our relationship with jukebox operators

across Canada," states Ward. "As we worked to develop and refine our jukebox products, we've received a lot of useful input from jukebox operators across Canada, as they are keen to the strong role that the jukebox plays within their route operation. As we

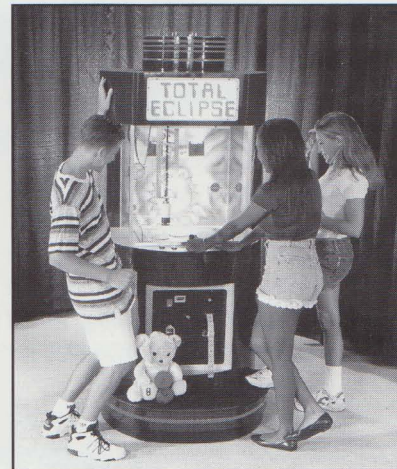
continue to develop jukebox products, their input will always be instrumental," concludes Ward.

With this new vision and increasing market demand, management is confident that NSM will continue to be the driving force in the music industry.

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Sega's Dreamcast Network Launches

Sega Enterprises has announced partnerships with AT&T, and TCI in the U.S. and BT in Europe that will link with Sega's soon-to-be released Dreamcast console. The companies hope to offer an alternative avenue to Internet and e-commerce, using the Dreamcast platform in place of the traditional PC.

At a Sega distributors meeting in August 1999, company founder, Chairman and CEO, Isao Okawa spoke about the launch of Dreamcast planned for September of this year.

"We've positioned Dreamcast as the next generation machine of home information terminals," he explained. The retail price he spoke of was \$199 U.S. Hundreds of thousands of units have

already been pre-ordered.

Dreamcast will allow video chat and video mail by attaching an optional camera and microphone. This option is scheduled for Christmas release. The "Dreamcast Network" will allow 200,000 people to enjoy networked games and interact simultaneously. This feature will also be possible with arcade games.

"It will eventually be most critical in cyber space to know how to entertain and satisfy people," said Okawa. He continued, "As you know, Sega's origin of business is the arcade. However, arcade business and consumer business will fuse into each other through networks, which will create new entertainment."

Montreal Forum Entertainment Announces New Tenant: Jillian's

The Montreal Forum Entertainment Center Company announces that Jillian's Entertainment Corporation of Boston, Mass., has signed a lease for a 71,000 sq. ft. location in the new complex. Jillian's is the forth major tenant in the downtown entertainment center and brings the portion of the building leased as of mid-August 1999, to over 85 per cent.

The forum is the landmark former home of the Montreal Canadians and is

slated to open in the summer of 2000. It will include 30 movie cinemas operated by AMC, a giant screen Showmax theater, and the theme restaurant Rainforest Cafe, among other tenants.

Jillian's will spread over the second, third and fourth floors of the center and will offer the young adult consumer, high-tech bowling, electronic simulation games, billiard tables, a sports video café, rock n' roll Hibachi grill and an elegant nightclub.

Manitoba Casinos Set to Welcome the World

The redevelopment at the Club Regent and McPhillips Street Station Casinos in Manitoba were unveiled in late July.

Bill Funk, president & CEO of the Manitoba Lotteries Corporation says the casinos have, "embarked on a new era of customer service and tourism commitment." Some 1000 group tours are expected to visit the attractions in the year 2000.

The redevelopment was a result of an independent review by Price Waterhouse in 1997, which concluded that Winnipeg's gaming facilities would be better positioned to attract tourism by closing the Crystal Casino and consolidating its operations with upgrades to the other two facilities.

Visitors to Club Regent Casino will experience a Mayan adventure featuring 35-foot pyramids, subterranean caverns, towering palms, a giant Banyon tree and a 50-foot cascading waterfall. McPhillips Street Station Casino is sure to inspire longings for a bygone era, with the majestic double staircase, magnificent dark wood, marble floors and brass accents in the turn-of-the-century facade of the elegant "Royal Alexandria Hotel."

The casinos offer bingo and a variety of electronic gaming machines as well as favourite table games. The budget for the expansion was \$66 million. Both sites are expected to earn a combined annual net revenue of \$70 million. □

News Bits

Lowen Buys Valley Darts

Valley Recreation Products of Sycamore, Ill. has sold its electronic dart game business to Lowen Automaten of Bingen, Germany, a subsidiary of NSM.

Lowen manufactures and distributes jukeboxes and amusement games worldwide and has been the leading distributor of Valley dart games for the past 10 years with more than 100,000 units sold.

The sale was finalized early in August 1999.

JVL Tournament Play

JVL's new Concorde 3 has a free tournament feature, offering operators a way to generate additional revenue.

With more than 60 games in seven separate categories, the new Concord # allows an operator to run up to 50 different tournaments at the same time. Within each tournament, up to five games can be played in each category.

For more information contact your local distributor.

Glazman to Wells-Gardner

Wells-Gardner Electronics has appointed Marty Glazman director of international sales. Glazman brings with him some 25 years of sales and marketing experience in the gaming industry.

He will be responsible for directing international sales.

Ajax Entertainment

Ajax, Ontario will be home to a new 250 room hotel and a \$65 million family entertainment complex.

The complex will include virtual reality games, rock climbing, golf billiards, bowling as well as two fine dining and theme restaurants, a food court, 30,000 square feet of convention space to accommodate up to 1500 people.

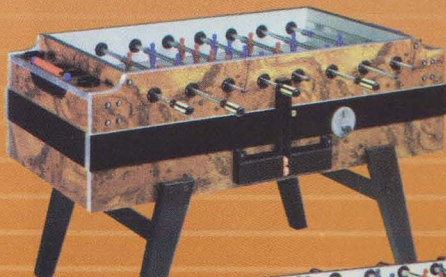
A group of four local business people created Venture World Development Inc. to finance the transformation of one partner's in-line skating rink idea into a 450,000 sq ft. entertainment facility. The complex has a completion date of May 2001. □

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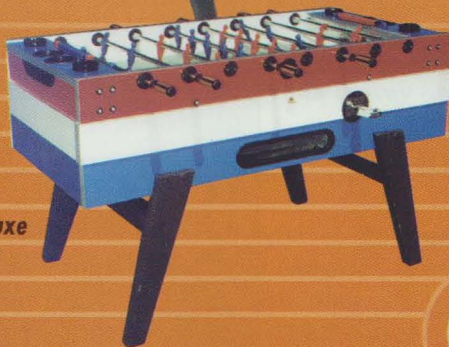
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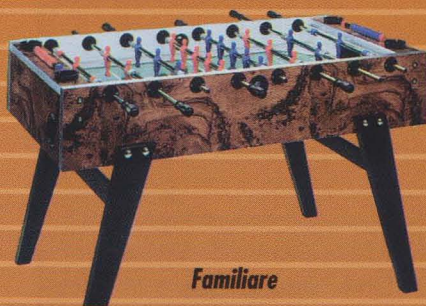


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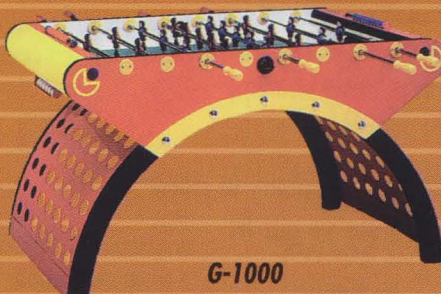
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G-3000

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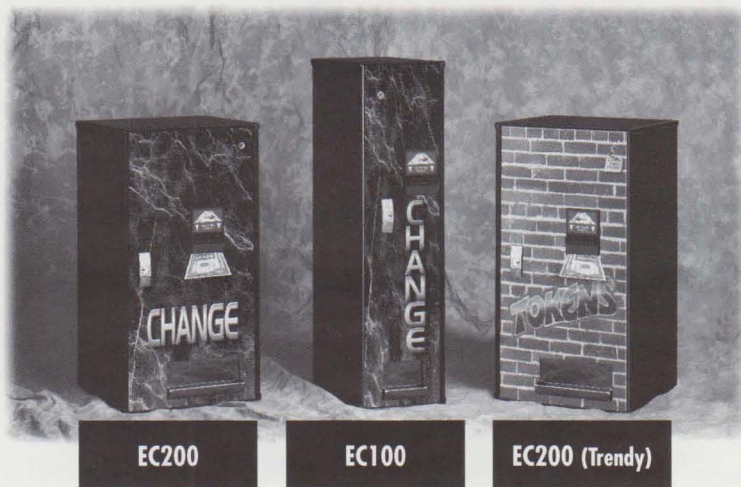
- Anti-rust steel bars for superior durability.
- A ball pocket behind each goal mouth.
- Nylon bushings with ball bearings for high speed action and tireless playing.
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tel: 212-562-2288.

13, Starburst Coin Machines,
Open House, Toronto, ON,
tel: 416-251-2122.

15, Pacific Vend Distributors,
Open House, Vancouver, BC,
tel: 800-663-5953.

17-19, HostEx, and Bar &
Nightclub Expo Toronto, ON,
tel: 416-923-8416.

21-24, Pinball Expo '99/Flip Out
Pinball Tournament, Rosemont, IL,
tel: 330-369-1192. (Robert Berk)

26-28, Amusement Industry Expo,
Cleveland OH, 800-870-EXPO.

28-30, National Automatic
Merchandising Association,
(NAMA) convention, Washington,
DC, tel: 312-346-0370.

31-Nov. 2, Grocery Showcase
Canada '99, Toronto, ON,
tel: 800-661-2344.

November:

5-6, Ontario Coffee & Vending
Service Association, (OCVSA),
trade show and convention, St.
Catharines, ON, tel: 905-670-1305.

16-20, Int'l Association of
Amusement & Parks Attractions
(IAAPA), trade show and
convention, Atlanta, GA,
tel: 703-836-4800, ext. 766.

17-20, IMA, Frankfurt, Germany,
tel: 49-211-90191-197.

January 2000

17-19, Nightclub & Bar Winter
Show, Las Vegas, tel: 800-247-3881

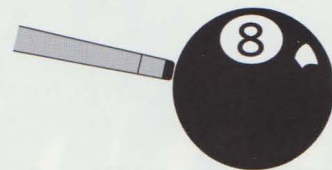
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(ICE) and London Parks &
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E-mail: coinbox@annexweb.com.

Amusement Operators Across Canada Cue Up With Leagues

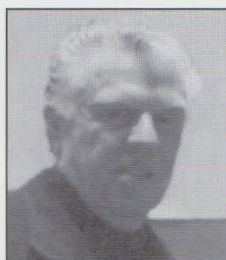


The first VNEA Canadian President is a Reflection of the Strength Pool Leagues in Canada

BY MYRON LOVE

One of the hottest markets in North America for pool leagues is Ontario. Among VNEA (Valley National Eight ball Association) jurisdictions, Ontario is second only to the State of Ohio in terms of total membership. Thus, it is only fitting that Ontario should produce the first Canadian president (and the first non-American president) of the Lansing, Michigan-based VNEA.

Vince Leavey, the new VNEA president, has been involved in the coin-operated amusement industry for 30 years. His Western Automatic Amusements has been operating a VNEA-affiliated pool league in London, Ontario, for 13 years.



Vince Leavey

"We have about 300 players in the London area," Leavey reports.

Leavey describes the VNEA as "one of the greatest amateur pool leagues that has ever been designed." He notes that the league began 20 years ago with 26 teams participating in the first tournament which was held in Rochester, Minnesota. Today, more than 80,000 players compete yearly in Las Vegas for more than \$600,000 in prize money.

The pool leagues were designed, he explains, to help amusement operators keep their coin-operated pool tables in their locations rather than having the establishment owners bring in their own pool tables. As well, the leagues have proven to be a successful way for coin amusement operators to recoup their losses from the proliferation of video lottery terminals in the early 1990s which virtually killed off demand for their video games and pinball machines in many provinces.

League Growth in Canada Explodes

In Canada, the VNEA has about 50 charter holders, reports VNEA Executive Director, Gregg Elliott.

"Canada has exploded in the last four years," says Elliott. "We have more Charter Holders in Ontario alone than most of the States."

In northern Ontario's Sudbury, for example, John Weloski's New Crown Music league is growing by about 20 per cent a year. Weloski started the league in 1994 after he visited the tournament in Las Vegas to check out the VNEA. He also looked into other leagues.

In the Stratford area, Barry and Trina Cooper's VNEA-affiliated Joyland Amusements Pool League is growing by about 10

per cent a year. "The VNEA is always introducing new ideas," says Barry Cooper. "We just got back from a workshop in mid-August."

Alain Coté considers the pool leagues to be a "tremendous tool" for the amusement machine operator in bettering relationships with bar owners. In ten years, Coté's Billiard Amusement Coté league, based in Quebec City and the South Shore of the St. Lawrence, has grown from eight teams in its first year to 140 with 850 players.

Of Western Canada, Elliott says there are some of the largest Charter Holders there in all of the VNEA. With 2,500 players, Wal-Mac Amusements pool league, based in Edmonton,

Continued on page 20

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POOL TABLE SURVEY

A directory of pool and billiard tables available in Canada

Canada Billiard & Bowling Inc.

3300 St-Martin Blvd. West, Chomedey, Laval, QC H7T 1A1, tel: 450-687-5991, fax: 480-687-2496.



The Duchess: This table was designed to suit the most elegant of interiors with its solid oak turned legs with brass finish trimmings. Comes with exclusive steel leg levellers, available in 7' or 8' sizes with mahogany finish.

Global Billiard Manufacturing

1141 Sandhill Ave., Carson, CA 90746, tel: 310-764-5000, fax: 310-764-5019, website: www.globalbilliard.com.

Distributors: Canadian Amusement Game Supplies Ltd., 604-421-7042; Gould Home Recreation Centre, 306-244-5041; Laniel Automatic, 905-624-8571, 514-731-8571; Starburst Coin Machines Inc., 416-251-2122.



Challenger: Classic styling with either a mahogany, wood grain or black laminate finish. Available in 7' and 8' models. All Global coin models feature a 3/4" plywood cabinet; poplar rails and cushion seats; magnetic and 2-3/8" cue ball separator with no moving parts; lock-in cue ball at end of game; slotted ball runs and steel slate support system.

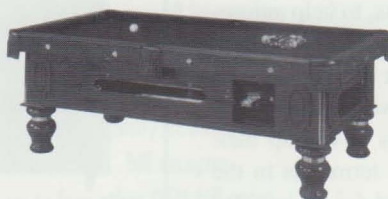
Concorde: This modern bold design features a black sparkle laminate



accented with distinctive polished chrome corner castings. The round contour of the corner is carried through the rails and the cylindrical steel legs. Also available in a brass edition. Available in 7', 8' and 9' models.



Old Timer: Available in a mahogany wood grain laminate, this table has design accents perfect for locations with a Western decor. A new feature on all of the leather pocket models is an innovative rail system that allows cushions to be recovered without removing the pockets or rail tops. Available in 7', 8' and 9' models.



Buckingham: This modern descendant of Old English design, features a cherry laminate finish with polished brass trim and accents, and solid maple legs with concealed levelers. Available in 7', 8' and 9' sizes.



Windsor: Features elegant styling for upscale locations. Constructed with a lacquered oak-veneer cabinet and solid oak rails and carved legs, which feature concealed levelers. The hand rubbed lacquer finish can be stained to match any decor. Available in 7', 8' and 9' models.

Great American Recreation Equipment Inc.

24 Stafford Court, Cranston, RI 02920, tel: 401-463-5587, fax: 401-463-6673, e-mail: Games@GreatAmericanRec.com, web site: GreatAmerican-Rec.com.

Distributors: Billiard Wholesalers, 519-748-1105.

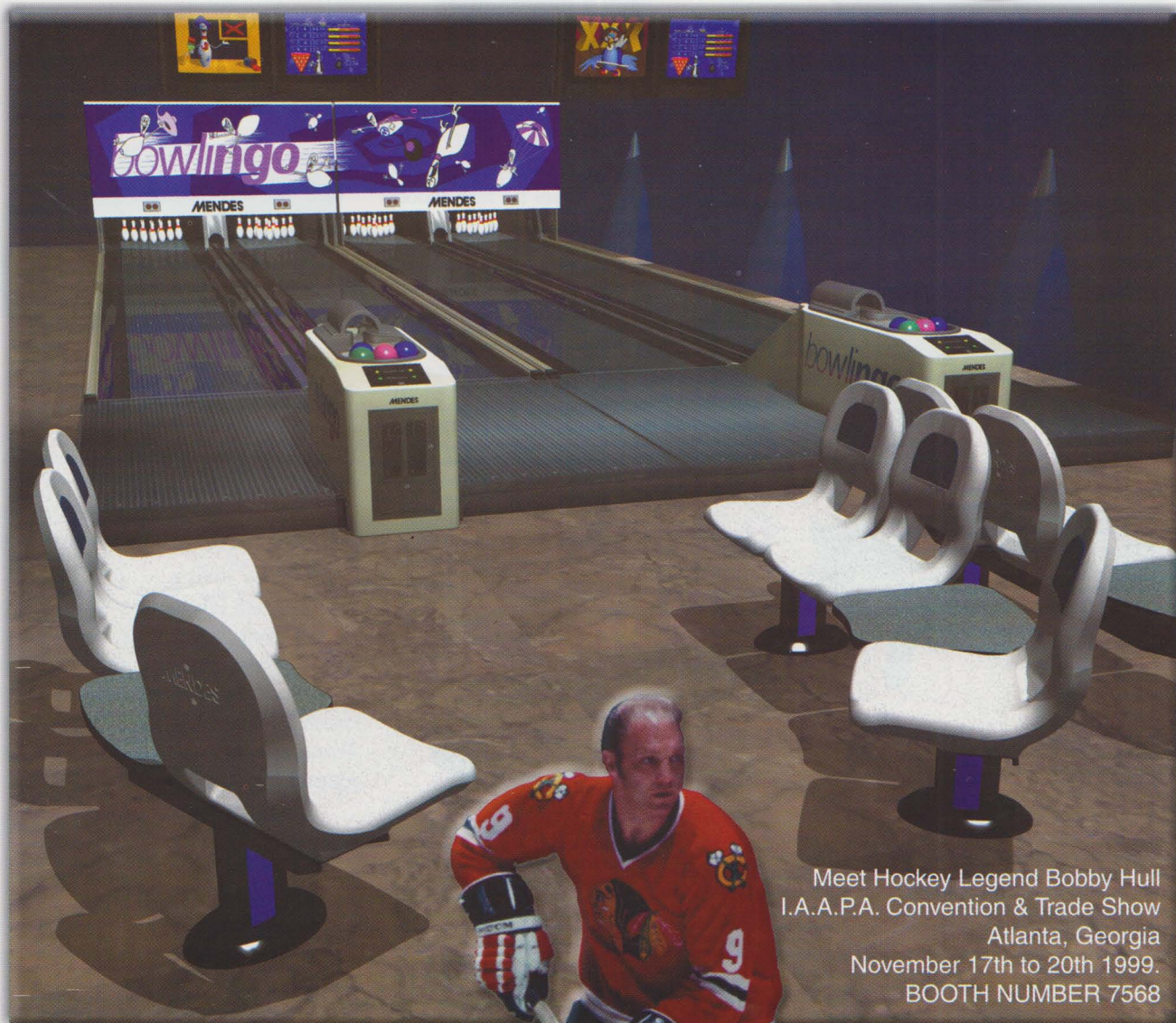
All Great American tables feature 3/4" plywood construction on sides and bottom; original one piece Italian slate; dual steel slate supports; unitized composite ball return; accepts oversized or magnetic cue ball; ABS injected legs; hinged and locked table clean out and storage for legs; die cast chrome corner castings with screw in pocket liners. Location adjustable coin pricing. Most are available in five sizes as well as non-coin models.



Eagle (Model E): Mahogany formica and green cloth.



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POOL TABLE SURVEY

Legacy Gold (Model 900LG): Produced with black formica, electric blue felt and trimmed in a stylish gold corner moulding, corner castings and trim. Available in 9' size.



Legacy (Model L): Black formica & electric-blue cloth (not shown).



Monarch (Model M): Light oak formica and green cloth. (not shown).

Neon Lites: Black formica finish, black felt, and blue rails. Side rails and corner castings, balls and triangle glow under black light (not shown).

Kiddie Pool: (not shown) For younger players, this table features a full coin operated system with adjustable pricing; 100 per cent plywood construction with designer formica, original Italian slate; dynamic primary colours to assist teaching the game. Overall size is 78"Lx46"Wx26"H. Weight is 620 lbs.

VDLP (Valley-Dynamo, LP)

International Division

333 Morton Street, Bay City Michigan 48706, tel: 517-894-6175, fax: 517-892-9446.

Distributors: Please contact Valley-Dynamo, LP for the distributor of

Valley and/or Dynamo products nearest you.



Cougar ZD-7: This premium table offers features which give it a signature look, such as: a medium taj teak wood grain laminate; dramatic 45 degree angled corners; down corners and legs (double reinforced fiberglass) and optional embroidered rails. Also includes one-piece precision-ground Italian slate; aluminum slate support system; one-piece polyethylene ball return system; magnetic cue ball separator with no moving parts and one-person leg levelers. Major components are interchangeable between models. Includes accessory package with cue, balls triangle and chalk. Available in 88", 93" and 101".



Black Cougar: The same quality and features as the ZD-7 but with a sleek modern look. This premium table features charcoal black laminate with crystal flecks; signature 45 degree angled corners done in black chrome with matching down corners, rail caps and trim, and 45 degree angled legs made of double reinforced fiberglass. Available in 88", 93" and 101".



Top Brass (Dynamo): This table has richly coloured, heavy gauge blue cloth, black laminate and polished brass trim. Features include a tamper-proof meter system and leg levellers designed to allow the use of a wrench for adjustments without lifting the table. It also has a clean-out door on the end and bottom of table; legs that ship inside the table; and magnetic separator with no moving parts.



Blacklight Pool (Dynamo): Has all the same features as the Top Brass table, but with a more modern look. Its custom trim, cloth and balls glow under black light.

Summit Ash (Dynamo): This table has all the same features as the other two tables except that it comes in a basic light wood grain with green felt and all chrome metal. It is the workhorse and Dynamo's best seller, used for pool tournaments (not shown).

World Wide Amusement

1203 5th Avenue, Rock Island, IL 61201, tel: 309-788-0135, fax: 309-788-0148.



The Super Table: This indoor/outdoor pool table can resist tearing, fading, mildew, sun, rain snow, ice, spilled liquids and burns. Available in a coin-op model or non coin-op. □

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TABLE GAME SURVEY

A directory of coin-op tables available in Canada

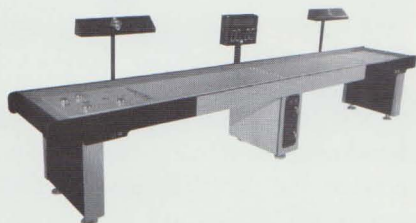
American/Champion Shuffleboard

7216 Burns Rd., Richland Hills, TX 76118; tel: 817-284-3499, fax: 817-595-1506.

Canadian Distributors: T.W. Gilchrist Ltd., 416-256-0377.



Royal: With a scoreboard lit by pedestal florescent lamps, this unit features: pin gate control, consisting of steel pins that rise across the centre of the table at the conclusion of each game; Dura-Lak finish; climatic adjusters to keep playing surface level; digital scoreboards; sparkler weights; and tournament kits.



The Bullet: This inexpensive shuffleboard has voice sounds, a pingate to eliminate free play, dip switch settings for operator flexibility and a four-point scoring section.

The Championship Line: Features a polymer finish, oak veneer cabinets and electronics that provide voice sounds, game settings and extended play capabilities. The pingate is cam driven and has battery backup. There is also hand-



icap scoring available and the game can be customized with an operator logo.

Grand Champion: (not shown) Has taken many custom features and created a new level of champion quality, with all the features of the championship line coupled with the addition of classic dark stain and inlaid maple.

The Qualifier Series: (not shown) Comes in three convenient sizes, 9, 12 and 14 feet. With a new sturdy design, and a real Canadian maple playfield.

Gilchrist (TW) Vending Ltd.

50 Eugene St., Toronto, ON M6B 3Z4; tel: 416-256-0377, fax: 416-256-0381, e-mail: gilchristvending@compuserve.com, web site: www.gilchrist-vending.com.



Universal Shuffleboard: Available in maple hardwood or diamond top surface, the unit eliminates free games with a timed pingate control system. Other features include: digital scorehead; multiple time settings, price setting and point setting; full accessibility from side and front of scorehead, large digital score indicators; and Coinco coin mechanisms.

Great American Recreation Equipment Inc.

24 Stafford Court, Cranston, RI 02920, tel: 401-463-5587, fax: 401-463-6673, e-mail: Games@GreatAmerican-Rec.com, web site: GreatAmerican-Rec.com.

Distributors: Billiard Wholesalers, 519-748-1105.



Bumper Pool: Features 3/4" Italian slate, cabinet grade 3/4" plywood construction and a mahogany finish. Comes in both coin-op and a home version.



Action Soccer: Foosball features formica on 1" MDC core and made of commercial grade construction. Available with angled raised corners and one goalie, or flat corners and three goalies. This game is also available in both coin-op and a home version.

Power Hockey: Features cabinet grade 3/4" plywood construction and a formica top with a wearguard finish. The coin-op version includes an electronic scoring bridge with a table light. Both

See Pool Table Equipment Survey page 10, Electronic Dart Equipment Survey page 19

TABLE GAME SURVEY



home and coin-op utilize a 1/2 horse power blower.



Laser Hockey: A flashy version of power hockey that utilizes a black light and special finish on the table and pucks to create an exciting version of the classic air hockey game.

Imagination Leisure Inc.

119 West Oak St., P.O. Box 516, Amityville, NY 11701; tel: 516-598-1000, fax: 516-598-4470, web site: www.imagines.com.



Rainbow Aire: Vibrant colours combined with a new big digit side scorer characterize this hockey game. Available with either a stainless steel top or a durable black mica top.

Neon Aire: Hot neon lighting highlights the chrome-plated top scorer, and both goals also glow with neon. This air cushion hockey game features the

dramatic appeal of a black and chrome designer cabinet and stainless steel top that won't wear out. Also available with a durable, black mica top (not shown).

SST: Featuring a stainless steel top, this air cushion hockey game has a distinctive red, white and blue cabinet that provides serviceability and durability. An optional top scorer system is available on all new SSTs and can convert any existing SST to both big digital scoring over the top scoring at the same time. Also available with a mica top. (not shown).

Innovative Concepts in Entertainment Inc. (I.C.E.)

10123 Main St., Clarence, NY 14031; tel: 716-759-0370, fax: 716-759-0390.

Canadian Distributors: Alberta Shuffleboards, 403-486-4263; Canadian Amusement Game Supplies Ltd., 604-421-7042; Canadian Coin Machine Distributors Ltd., 604-420-4008; T.W. Gilchrist Vending, 416-256-0377; Laniel Automatic Machines Inc., 514-731-8571; Laniel Canada Inc., 514-336-5050; New Way Sales Company, 416-674-8000; Pacific Vend Distributors, 604-324-2164; Southern Music Ltd., 403-291-1666; Starburst Coin Machines Inc., 416-251-2122.



Super Chexx: This kinetic action hockey game is designed in two pieces, and can be assembled and connected quickly. Features: break-resistant, polycarbonate dome; overhead scoreboard; unique sound effects; gear/clutch design; specially developed fiberglass composite rods with exterior coating; realistic, three-dimensional players; and an over/under coin door.

Mala International

RR2 Site 1 Box 4, Cannington ON, L0E 1E0, toll free: 877-669-6252, tel: 705-437-1133, fax: 705-437-2940.

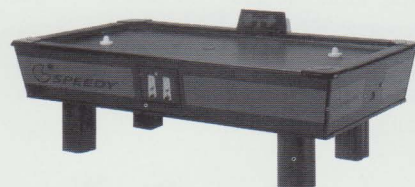


Commercial Slope: Features include two piece construction with internal score keeper and coin mechanism for any ESD chute adapter.

Mala also carries several non-coin op soccer tables.

Mira Amusement

91700 Langelier, Saint Leonard, QC H1P 2E1; tel: 514-325-6472, fax: 514-325-9342.



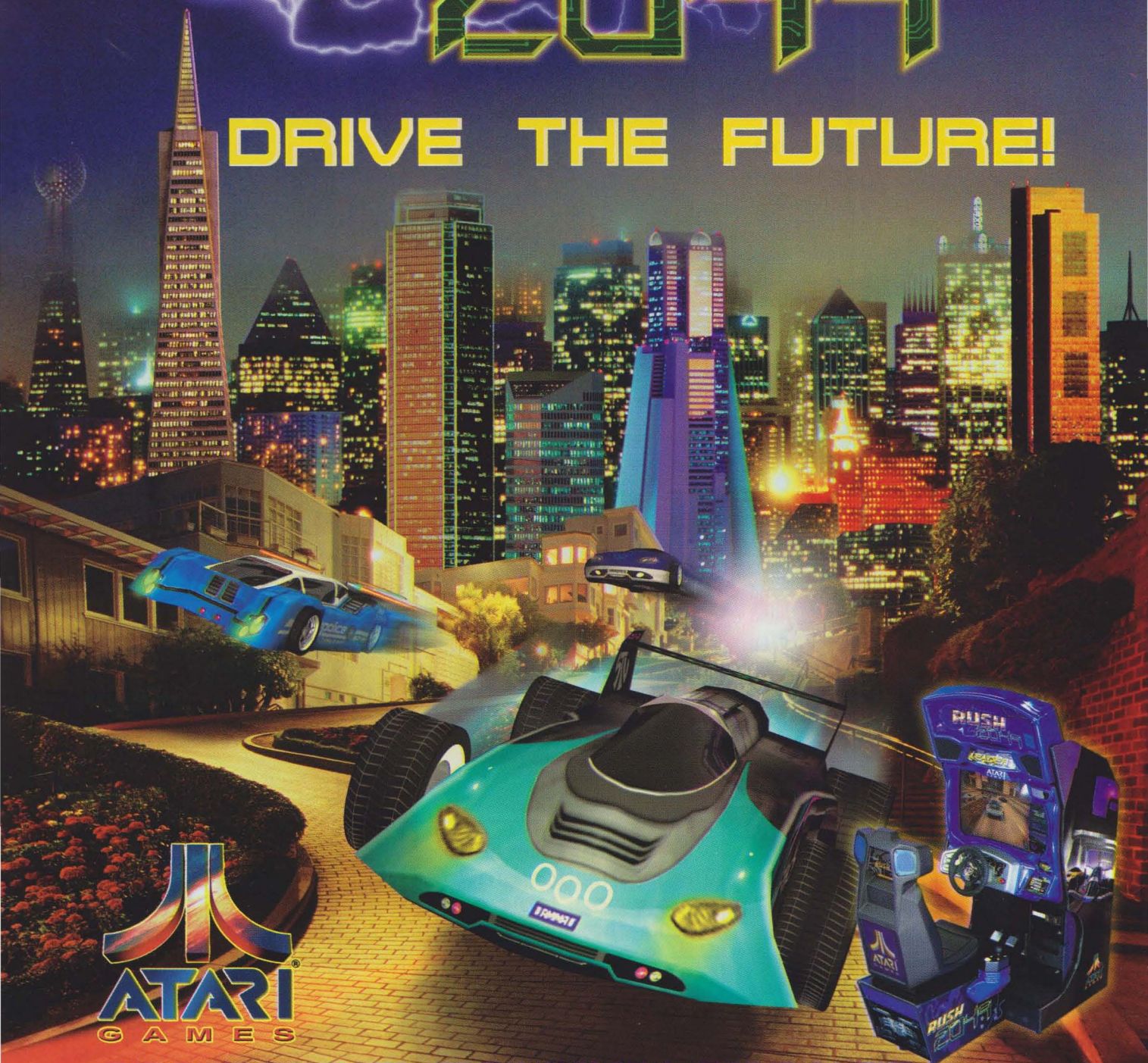
Garlando Air Hockey: Features a high pressure black laminate playfield; wood-mounted frame, power air compressor; and digital display for goals, credits and time to play. Also includes N.R.I. electronic coin acceptor.



Garlando Deluxe Soccer Table: Has a cabinet made of high quality laminated plywood; legs made of hardwood; anti-rust steel bars for durability; nylon bushing with ball bearings for high speed action; and telescopic bars to prevent injuries.

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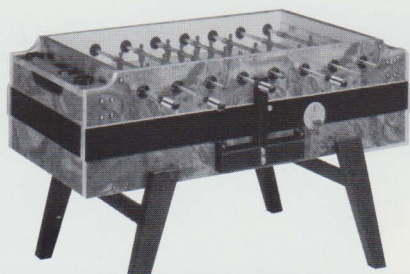
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TABLE GAME SURVEY



Coperto Deluxe Soccer Table: Has all the same features as the Deluxe Soccer but the table is covered in tempered glass which prevents cheating and ball loss. Ideal for non-supervised locations.



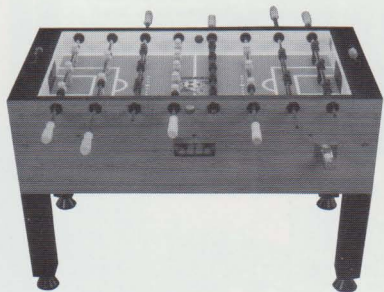
scoreboard; premium blower and tournament tested rails; optional side shield to protect bystanders and get the puck back in play quicker; and a playing surface of special, heavy duty laminate with integral centerline and standard width goals.

VDLP (Valley-Dynamo, LP)

International Division

333 Morton Street, Bay City Michigan 48706, tel: 517-894-6175, fax: 517-892-9446.

Distributors: Please contact Valley-Dynamo, LP for the distributor of Valley and/or Dynamo products nearest you.



Tornado 2000: Hand-crafted and assembled cabinet of fiberwood and high-pressure, medium wood grain teak laminate with extruded aluminum field support. This premium table features: patented long-life bumpers; low profile, counter-balanced fielder head, foot design and split bearings along with double-bolted, solid, high density MDF legs and "easy" levelers; three-man goalie rods; a nine ball metered drip; centerless-ground, hollow, competition-grade steel rods with octagonal wood handles; discrete expansion roll pins, perfectly proportioned playfield graphics and goal box with rattle play for crisp "goal made!" pop.

Hot Flash II Air Hockey (Dynamo): Will Glow in any light with its ice blue playfield, and yellow-green metal. Features include: large digital readout



Dynamo Soccer: This game features a flat playfield, three-man goalie, ABS high-impact plastic men, urethane balls and centerless ground and chrome-plated rods. For the operator the table has durawood legs with easy levelers;

Standard Air Hockey (Dynamo): This bar piece has the same features as the Hot Flash except that it comes in a standard woodgrain finish, a black playing surface and is equipped with a side mount scoring display unit (not shown). □

Editor's Note:
The information provided in the pool table game and dart survey was supplied by the manufacturers listed herein. Coin Box is not responsible for any errors or omissions.

Arachnid Inc.

P.O. Box 2901, Rockford, IL 61132-2901; tel: 815-654-0212, fax: 815-654-0447.

Canadian Distributors: Alouette Amusement Canada Inc., 514-342-9111; Canadian Coin Machine Distributors Ltd., 604-420-4008; T.W. Gilchrist Vending Ltd., 416-256-0377.

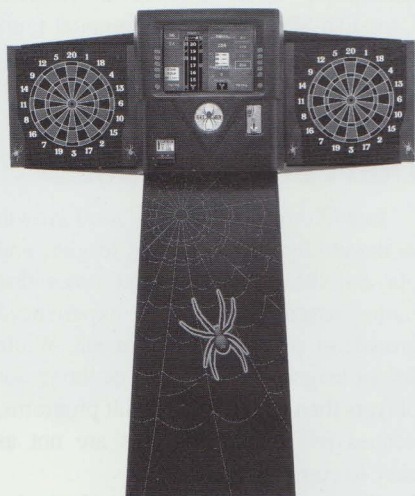


Galaxy: Features of the Top Gun Challenge English Mark Darts Galaxy include NDA points-per-dart and marks-per-round for "national" player ranking

ELECTRONIC DART SURVEY

A directory of coin-op tables available in Canada

and classified system, as well as remote information retrieval option which eliminates travel time. Top Gun Challenge is a competitive dart ladder which promotes in-house tournament competition and gives recognition to the Top Gun and his nine closest challengers. Games included are: Cricket 200™, 301, 501, 701, 301 Double in/double out, Count up, Tic Tac Darts, League Play Mode, Low Ball Cricket, Bermuda Triangle and Gotcha. Automatic Player Change is operator selectable through software.



Black Widow: This game when played in "split screen" mode, is the full functional equivalent of two Galaxy games. Each side functions independently and offers all of the games and features of the Galaxy plus more features include simultaneous play; enhanced dual communications for easier league play to upload league matches, standings and schedules and software enhancements and advertising can be distributed with equal ease. For machines without a modem, completely automatic updating can be accomplished during collection with an industry-standard jaz drive.

Editor's note: Due to the very recent sale of Valley's Dart division to Lowen of Germany, a subsidiary of NSM, information for this survey was not available. Please contact your local equipment distributor or call Valley-Dynamo L.P. at 517-894-6175 for more information.

Merit Industries

2525 State Rd., Bensalem, PA 19020-8529; tel: 215-639-4700, fax: 215-639-5346.

Canadian Distributors: Contact Merit for the Canadian distributor nearest you.



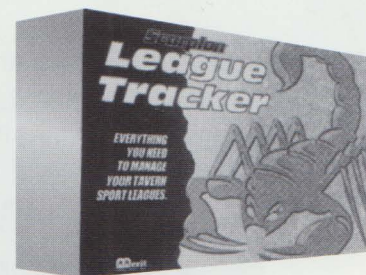
Scorpion 9000: With enhanced LED overhead display, features new games including Crazy Cricket, Pick-It

Cricket and Wild & Crazy Cricket, plus Burma Road and 321 Zap. Also features points-per-dart handicapping for 301 and 501 games, and player-favourite features like 01 Equal Darts and Solo Challenger. Available in



upright and wall mount models, bill acceptor options are available for upright. Upgrade kits are available for all previous Scorpion models.

Scorpion DX: Take the features of the Scorpion 9000, add automated league management, automatic handicapping and an LCD interface.



League Tracker: (for Windows™) converts competitor software, including Dart league manager for DOS; manages up to 8 players per team; scoresheets printed with customized match formats and throw orders and complete league accounting & payout functions. Reports include Team & Player Standings, sorted by feat; Team rosters; Captains' List; Fee & expense reports; labels by division or all and league-ending reports. □

Feature Story – Leagues

Continued from page 9

Alberta, is the largest of the leagues in Canada. Wal-Mac's league was formed in 1991 and grew to its current size in only eight years.

"We had catered only to licensed establishments, not arcades," says Elmar Klapstein of Wal-Mac. "With the advent of VLTs, we had to refocus on what was working. That was music and pool. We hit the crest of the wave."

The VNEA, Klapstein notes, is geared to the average player who enjoys competition. Nonetheless, some of his teams have done very well in Las Vegas at the VNEA's annual spring Championships.

Klapstein reports that growth has levelled off in the last couple of years. The same thing is happening in Calgary. Although the number of leagues in Calgary has grown to five, the total number of teams in the city remains in the 600 to 700 range.

The largest league remains the Challenger Pool League with 265 teams and about 1,500 players. The league was started by Challenger Vending Ltd. in 1988. Then five years ago, the company hired Karen Bartley as the league administrator, so the fast growing league would get exclusive attention. The league

"We had catered only to licensed establishments, not arcades," says Elmar Klapstein of Wal-Mac. "With the advent of VLTs, we had to refocus on what was working. That was music and pool. We hit the crest of the wave."

is operated as an affiliate to, but separate from, Challenger Vending.

Winnipeg's Bassett Family this past year added Brandon to its Winnipeg and Portage La Prairie-based Aactive Pool League. Maurice Bassett, the founder of

Aactive Coin Machine, and his family started their AACTIVE Pool league five years ago, but the League began to grow most rapidly after they hired Shaun Pilfold as the convener in 1996. Since then, the league has grown to 200 teams with almost 2,000 players and tables in 20 establishments. The players are divided into five leagues: Fun, Cash, Cash Plus, Vegas and Super Vegas. They play for \$200,000 in cash prizes as well as trips to Las Vegas for the major international tournaments.

Western Canadian VNEA

Earlier this year, the 14 leagues in western Canada, including smaller leagues in Dauphin, Manitoba, Regina and Saskatoon, Saskatchewan, and Kamloops, B.C., formed a Western Canadian VNEA. The first annual tournament is scheduled for Red Deer, Alberta, in February 2000. Players will be competing for \$25,000 in cash prizes.

Don't Forget Junior

In addition to continued good growth in the number of adult pool leagues and players, the VNEA's Elliott notes that junior leagues have also experienced growth in some parts of Canada. While Junior leagues are good in that the junior players then feed into the adult programs, venues for younger players are not as easy to come by.

"We only have one location for junior players," says Quebec City's Alain Côté. "We provide the information and score sheets but they run the program themselves. We are thinking about starting a youth league, maybe some time in the future."

Wal-Mac Amusements started a youth league two or three years ago, but the number of players is limited by the small number of locations available. "Most of our rooms are licensed establishments," says Elmar Klapstein. "Kids aren't allowed in them."

In Winnipeg, Aactive Pool League started a junior division last year.

Two of the teams competed in a junior tournament in Mankato, Minnesota, in June and won the events in their age groups, Shaun Pilfold reports. "We consider youth leagues part of our long term growth projections," he says. ☛

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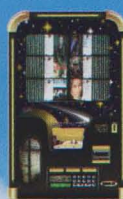
MM3-Teal



Storm*



Berkeley*



Starburst*



Sunrise*



CD Nostalgia



Booth Box



Hideaway



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Taking a shot at the VNEA Ontario Provincials.

Barry Cooper reports that Joyland Amusements Pool League is considering starting up a youth league again after a four-year hiatus.

"We started with youth leagues in 1989," he says. "We operated out of our own retail store so there was no problem with alcohol. We found after a while though that we preferred to spend Saturday afternoons with our own children. Now that our kids are a little older, they can also play in the leagues."

Foosball and Darts

The Coopers are also considering starting a foosball league. The VNEA's Elliott reports that Foosball is becoming very popular in Ontario and Quebec.

Darts though, the Coopers plan to stay away from.

"We can't compete with the steel tipped darts in the bars when the bars are offering them free and we are charging for our plastic coin-operated darts," Barry Cooper explains.

Alain Coté in Quebec has had some success with darts. "We started a league four years ago from scratch with six teams," he says. "Last year, we had 80 teams. It wasn't easy picking up players at first. Steel tipped darts are not big in Quebec and many people here were not familiar with the game. The bar owners helped us develop the market."

Shaun Pilfold reports that Aactive in Winnipeg is strongly considering

starting a darts league. "We are 90 per cent sure," he says. "Steel-tipped darts may be a problem in certain areas. The key for us however as with any vending company is marketing."

Billiard Congress

While the VNEA is the larger of the sanctioning bodies, John Lewis, project director, of the Billiard Congress of America (BCA) reports that his league is rapidly catching up. "The BCA is older than the VNEA," he notes, "but it wasn't until my position was created in 1991 that we have been actively pursuing growth. We now have 45,000 players in the United States, Canada, Germany and Spain compared to 10,000 in 1991."

In Canada, the BCA currently has leagues in British Columbia, Alberta, Manitoba, Ontario, three of the four Maritime provinces (excluding PEI) and the Northwest territories. The BCA is strongest in the two most western provinces, and in Calgary in particular where over 2,000 of its 7,000 Canadian players are located. Lewis attributes the large numbers in Calgary to the fact that the organization staged its first two annual Canadian 8-Ball Championships in Calgary in 1996 and 1997. Two year's ago, the championship was moved to Toronto and is scheduled for Toronto again next February. League membership has doubled since the tournament was introduced. Lewis expects to see good growth in Ontario as a result of the exposure from having the championships in Toronto.

"We are starting to establish independent provincial associations," Lewis reports. "We have BCA Ontario, BCA Newfoundland and BCA Maritimes ready to go and we are working on BCA Manitoba."

He points out that the BCA is simply a sanctioning body whose goal is to encourage billiard playing compared to the VNEA which only sanctions play on vendor-owned and operated tables. He also reports that the BCA is moving its headquarters in November from Coralville, Iowa, to Colorado Springs, Colorado, to be closer to the U.S. Olympic Committee.

Coin machine operators who are involved in leagues all admit it is hard work, but it pays off and when times are tough, that's what counts. □

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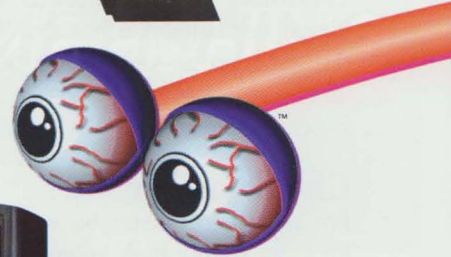
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WITH JOHN ROBERTSON, JOHN'S JUKES VANCOUVER, B.C.

How to Test Transistors

Subject

Transistors can be checked with a digital voltmeter if it has the "Diode" test function as one of the settings, otherwise you will need an analog meter movement style.

Check meter

For the analog meter be warned that they can supply high voltage and current to the device under test, it would be advisable to check the voltage at the probes with a digital meter to make sure that it is not more than 2.00 volts and about 500 milliamps current.

If the voltage or current is higher, then I would not recommend the use of that meter for transistor testing.

Typically transistors used in coin-

operated amusement machines (pinballs, jukeboxes, videos etc.) are of the Bipolar style. These are either NPN or PNP with a "Base", "Emitter" and "Collector" as the three leads.

There are many styles of transistors "plastic, metal, metal tab "T0-220") but the three leads are usually a giveaway that the device is a transistor. Sometimes the "third" lead is the metal case as in the style referred to as T0-3 metal cased transistor.

Basic testing of the transistor junctions can be verified using your meter. The open/short conditions will show up in this type test.

If the reason you are testing is because, say, a coin is not working in your pinball game, then there is a simple way to verify that circuit.

Once you have identified the transistor in question, by consulting the schematics or tracing the circuit, then you have an option to try shorting out the "Emitter" to the "Collector" to see if the device under question is going to work.

On Bally, Stern, Gottlieb, and Williams games, you can short the tab of the T0-220 Transistor to the metal ground frame of the headboard to manually turn the coin on.

Caution: Be sure you are shorting the correct transistor, as you can severely damage some circuits if this is not the case.

In Bally, Gottlieb and Stern games the T0-220 transistors are normally only used for coils, so you are pretty safe, however in Williams games they use this type of transistor to control the lights as well as the high voltage so BE CAREFUL! Do not do this in monitors or any other game component, this is only for pinball coil checkouts.

Bally Flash Gordon Playfield Switch

Here is a bit of a head scratcher...

Problem

Flash Gordon (Bally) would kick the first ball into play, yet would not reliably shoot the second ball.

Symptom

The switch test showed that the Outhole (08) was working fine, and the game would appear to work fine after the switch test.

Verify: We took the switch out, and checked it for wear and bad diode, no problem. Hmmmm.

So the next time we had a problem I asked my pinball guy to leave the game alone when this problem reoccurred, and I then walked over the game. Put it into switch test and everything was fine. Started cursing.

Cause

Then noticed that the game always seemed to work when the coin door was OPEN! So I then watched the Outhole switch as the door was slowly closed and it turns out that the left coin switch wiring harness would intermittently JAM the Outhole actuator wire down, thus the switch would ALWAYS be closed when the door was closed.

"Old pinballers never die, they just flip out."

Solution

The computer would apparently not register this as a fault, and thus would not continuously fire the Outhole solenoid. Rerouted the wiring harness and the problem vanished.

I suspect this problem has been happening for a long time as the wiring harness was in the factory layout as far as I could tell.

Star-Tech

Some information on this page was reprinted with permission from Star-Tech Journal, the industry magazine for service technicians.

The Star-Tech Journal CD-ROMs of back issues and manuals are formatted for both PC and Mac and come highly recommended by regular Coin Box Technical columnist John Liikala as well as other technicians. All disks have easy search, zoom, navigate and laser quality printouts.

For more information on Star-Tech Journal or this product please call: 609-654-5544, fax: 609-654-1441.



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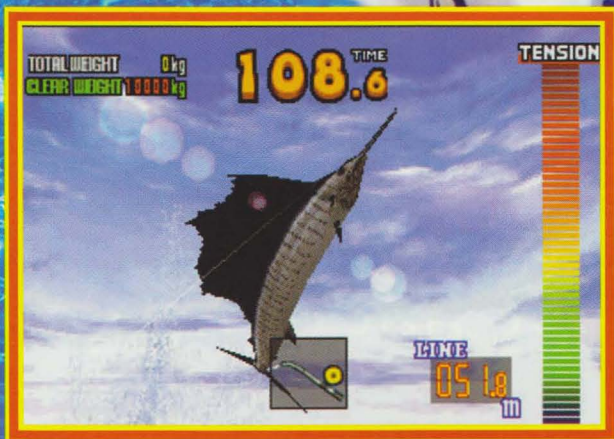
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AMOA and Fun Expo Colocate in Las Vegas

The industry is looking with eager anticipation toward the Amusement and Music Operators Association's (AMOA) and Fun Expo being held along side each other at the Sands Expo Center, Las Vegas, Nevada, Sept. 23-25, 1999.

Each show will honour the other's credentials on the floors as well as offering free admission to some seminars in both education programs—offering show attendees more value for their dollars.

AMOA president Jim Stansfield says, "The desire for fewer shows has been an elusive goal in our industry for a long time, and this year's colocation is a positive step in the right direction."

AMOA

The AMOA serving the coin-operated amusement industry focuses on the operator and plans to offer several new games and technologies including interactive games, video games, pinballs, digital technologies, CD jukeboxes and sound systems, pool tables, billiard supplies and accessories, electronic darts, redemption equipment, sports/tavern games, kiddie rides, soft play equipment, simulation systems, electronic basketball/golf, arcade novelties, plush/supplies, virtual reality, cranes and rotaries, amusement rides, electronic monitors/power supplies, bill acceptors/changers, tokens, coin counters and validators, tickets/dispensers, bulk and novelty vending, some food, beverage and snack vending and much more.

Randy Fromm will be offering Tech Sessions, and other education seminars are devoted to subjects such as Negotiation; Legalities of Tournaments; Internet; Location Contracts; Collections; Time Management; Redemption; Selling Your Business and more.

The Wayne E Hesch Scholarship Program Drawings will be held throughout the show.

The AMOA's all-industry Gala Reception will be held Thursday Sept. 23 at 5:15 in the Grand Ballroom at the Venetian Hotel (the AMOA's headquarters). All AMOA and Fun

Expo showgoers are welcome to this event.

Fun Expo

Fun Expo is the only event devoted to the family and location-based entertainment industry and the trends that drive it. Reflecting the evolving landscape of product innovations serving the next generation of Out Of Home Entertainment Centers, Fun Expo '99 is featuring a diverse showcase of companies offering products and services ranging from high-tech game suppliers to indoor rock climbing walls, lighting and sound systems and design/construction services. Fun Expo also continues to provide amusement and entertainment center businesses with the core foundation of products and services needed to run their operations including plush toys, food and beverages, rides and amusements.

Show Hours:

Thursday, September 23

10:00 a.m. - 5:00 p.m.;

Friday, September 24

10:00 a.m. - 5:00 p.m.;

Saturday, September 25

10:00 a.m. - 4:00 p.m.

Industry professionals expected to attend Fun Expo include developers, owners and operators of family- and location-based entertainment centers, laser tag facilities, sports complexes, go-kart tracks, bowling centers, hotels and resorts, casinos, themed restaurants, museums, theaters, miniature golf courses, and skating rinks.

More than 400 exhibiting companies will feature everything from: food and beverage products and services, inflatables, laser tag, rides, play structures, mini-golf equipment and supplies, party supplies, redemption systems and supplies, design and construction services, facility products and services, computer hardware and software...just to name a few!

Fun Expo's education program includes 19 seminars on everything from: marketing, development, food & beverage, legal, management and

operational issues. A series of cost-effective learning packages will be offered, tailored to every level and educational need.

This year's networking sessions will offer focused discussion groups on six different aspects of the amusement/entertainment industry: movie theaters, miniature golf courses, retail & entertainment, bowling, roller & ice skating rinks and open arcade architecture. Seminars include: Employee scheduling; Hiring & Retaining Teens; Food & Beverage: Maximizing Your Revenues; Effective Advertising; Management; Marketing; Birthday Magic and much more.

High calibre speakers, Children's Television Workshop and Themed Entertainment are also featured. Organizations hosting conference sessions at Fun Expo for the first time include: the Bowling Proprietors Association of America, with an industry networking session on bowling; the International Laser Tag Association, with a session on profitable laser tag innovations, and the Roller Skating Association, with an industry networking session for skating professionals. The Amusement Industry Manufacturers & Suppliers International & Amusement Rental Industry are also returning to the program roster with sessions on crisis management and an Amusement Rental Business Forum.

"Whether it's looking for ways to profit from adding foodservice to your operation, finding the best methods to manage and market your center, expanding offerings into laser tag and/or live entertainment, or most importantly, keeping abreast of issues involving the future of the industry, there's something for every professional who considers themselves a part of the out of home entertainment community," says Christine Ford, Director of Industry Development for Fun Expo who oversees the entire Fun Expo educational program. "As you can see there's a lot of educational fun in store at Fun Expo this year."

Fun Expo's After Hours Party will take place on Friday Sept. 24 beginning at 6 p.m. at the All American SportPark. □

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The Future is Bright at Incredible Technologies

The award winning Incredible Technologies Inc. (IT) located in the Chicago suburb of Rolling Meadows, Illinois, is blazing a trail towards a bright future after a successful past.

The company was founded in July of 1985 and has blossomed to become the second largest specialists in the design and development of entertainment hardware and software for coin-operated, consumer and cartridge-based systems in the United States. With annual gross sales reaching well over \$25 million, IT employs over 60 designers, programmers, artists, animators, sound engineers, service technicians and production personnel.

IT is first and foremost a high technology development company. The company's current strategy is to diversify into the entertainment arena with the development of low-cost, high performance computer hardware and software that offers innovative technology and exceptional return on investment.

The Past

Incredible Technologies was the brainstorm of Richard Ditton and Elaine Hodgson back in 1985, both experienced designers and programmers within the video game industry.

Early projects included developing the operating system and programming of Data East's first pinball games, and a number of consumer games on the Apple II, Commodore 64 and Commodore Amiga for various publishers.

Within six months, the company had doubled in size, and IT's design and development skills were in constant demand. The next few years found IT designers diversifying into numerous areas, including hardware and software

for the original networked BattleTech system, highly acclaimed Amiga games for CinemaWare, more programming for Data East's pinball line, and operating systems and animating graphics for Brunswick's Bowler Vision locations.

In 1988, IT developed and manufactured an inexpensive hardware platform and unique game play for IT's first coin-op game, Capcom Bowling. Due



to the timeless game play and exceptional return on investment, the now-classic bowling video was a huge success, and sold consistently for over three years.

With the success of Capcom Bowling, Incredible Technologies expanded its internal coin-op development, adopting the brand name Strata. The focus of most of these games continued to aim towards street locations, such as bars, taverns and restaurants, including the original Golden Tee Golf, Strata Bowling, HotShots Tennis, Arlington Horse Racing, and Rim Rockin' Basketball. Other Strata games aimed for the arcade market, such as Time Killers, BloodStorm and NFL hard yardage. Incredible Technologies has produced and manufactured over 25 coin-op games in the last 12 years. Eventually the Strata label was dropped and new games like Peter Jacobsen's Golden Tee Golf and World Class Bowling appear under the Incredible

Technologies name.

The Present

Currently Incredible Technologies projects include the exceptionally popular Peter Jacobsen's Golden Tee Golf. This original coin-op golf game by Incredible Technologies has become an industry phenomenon. Thousands of games are in locations of all kinds across

North America with operator's reporting earnings of up to \$900 per week. The game has helped to revitalize the street location market, and has introduced new players into the industry. Yearly course updates have been widely accepted by owners of the more than 45,000 Golden Tee golf games in operation.

Vice president of Marketing, Scott Morrison says sales have been good in Canada and their distributors here are some

of the best.

A home computer version of Golden Tee was released in 1998, with more consumer platforms to follow. In keeping with the tradition of strong and innovative support to street locations and the vending industry, IT developed and perfected the International Tournament System. This revolutionary system connects video games and other coin-op devices to regular phone lines, where tournament statistics, audits, player data and other information is transferred between the games and IT. This connectivity into thousands of locations across North America offers a plethora of exciting opportunities for future projects.

One such project is the Digital Jukebox. This touch screen, wall mounted unit allows IT to bring its years of digital communication experience to the jukebox market. Operators can select and automatically transfer individual songs to the Incredible Technologies Music



Incredible Technologies Advisory—From left: Scott Morrison, Larry Hodgson, Elaine Hodgson, Mike Hanson and Richard Ditton.

System rather than installing full CDs. A summer on location test period of the jukeboxes has IT working towards a planned product release in the fourth quarter of 1999.

World Class Bowling has enjoyed steady sales and excellent earnings in the past two years. The clever and fun 3D coin-operated video game is proving to be another long-running steady earner, developed by the same designers of the classic Capcom Bowling and Strata Bowling games.

Virtual Pool is a beautiful 3D version of pool on a brand new hardware platform. This new game is played with a trackball and offers beautiful 3D graphics, seamless game play, and exacting ball physics. The game offers up to four players their choice of straight pool, 9 ball and 8-ball, on a variety of tables in unique and appealing environments.

Other street-compatible games are under development at IT, with an eye toward tournament capability. Additionally, other coin-op manufacturers have expressed interest in the tournament system and are working with IT officials to find appropriate games that fit the tournament format.

Meet the People

Loyalty, versatility and hard work are a hallmark of IT employees.

Elaine Hodgson, has served as president and chief executive officer since IT's inception in 1985. Under her direction the company has grown from a \$150,000 start-up to what it is today.

Richard Ditton, executive vice president, draws upon an extensive technical development background and is the key

developer of the company's hardware and software tools.

Michael Hanson, vice president and general counsel has been with IT since 1987. He is a gifted software engineer and currently oversees the International Tournament system.

Lawrence Hodgson, vice president of product development also joined the company in 1987. His primary responsibility is to oversee the terms that design and develop original IT games and simulation products.

Scott Morrison, vice president of marketing joined the company in 1987 as a game designer and artist. He has been involved in the video game industry since 1981. Currently Morrison coordinates all marketing efforts for IT, including the International Tournament System, arcade games and other IT projects.

Steven Jaskowiak, vice president of engineering, joined IT in 1987 as a hardware engineer. Currently he leads the engineering, prototyping and development of new products and directs IT's technical support group.

Marketing Strategy

Incredible Technologies is committed to the street operator, creating a variety of quality coin-op products for street locations that offer a high return on investment at reasonable prices. IT has already made breakthrough advances in the production and acceptance of quality skill-based games aimed at a wide player base, system and game upgrades, online communications, and national tournaments. The company plans to target the many other diverse areas for potential development that the

street market has to offer, including various coin-op devices and operator assistance programs. Popular game titles will be further marketed to enhance the already strong recognition found through street locations. Home computer and game console versions, hand-held toys, tournament prizes and other merchandise will be pursued and supported. □

International Tournament System

A key to the success of Golden Tee Golf is its tournaments. The International Tournament System (ITS) has captured the attention of the coin-op industry. Special dedicated versions of *Golden Tee Golf* and *World Class Bowling* games connect up to regular telephone lines, where tournament information is transferred from Incredible Technologies to each game.

Incredible Technologies runs and administers monthly tournaments on more than 3500 golf and bowling games already in the field. The company has awarded well over \$3 million in cash prizes to thousands of players across the United States. Tournament rules and procedures have been carefully created to make operator and location involvement easy and understandable. The tournament games have generated a wide base of avid and loyal players, and introduced new players to an expanded coin-op customer base. Income from these tournament games has been consistently good, and the amount of attention brought by the high profile machines has sparked regular game sales and earnings.

The International Tournament System has also seen wide acceptance in England. Monthly tournaments are run on hundreds of games, and have generated phenomenal income and player interest. The company is looking into Canada for future tournament operation. Meanwhile, Morrison says that several operators in Canada are doing very well with *Golden Tee Golf* running their own in-house tournaments.

IT continues to increase the power and features of this revolutionary system, and plans to introduce and expand remote tournament play and system communications on a variety of products and countries.

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Rush 2049

Atari Games Corporation announces the release of *San Francisco Rush 2049*, the next in the popular racing series.

The game takes the driver 50 years into the future with a gold rush theme. There are three new tracks, from beginner to expert as well as two hidden tracks that players can earn.

Available in a deluxe cabinet with a 27" VGA monitor, adjustable seat, force feedback steering, 4-speed shifter, accelerator, brake and clutch pedals. Up to eight units can be linked.

For more information contact your local distributor or for referral call Atari at 408-434-3748.



World Series 99

Sega Enterprises introduces *World Series 99*, a game incorporating major league baseball drama.

The realistic sports game uses the Naomi Hardware System with over 1800 motion capture images per character. This is the only available baseball game officially licensed by Major League Baseball and the Major League Baseball Players Association.

For more information contact your local distributor or for referral call Sega Enterprises at 415-701-6500.



Digital Jukebox

Incredible Technologies Inc. is fusing technology and music with their newest product, the *Digital Jukebox*.

The innovative touch screen, wall mounted unit utilizes ITMS digital architecture and contains a large hard drive that can hold up to 2000 songs in a secure proprietary file format.

For more information contact your local distributor or for referral call Incredible Technologies, Inc. at 847-870-7027.



Ferrari F355 Challenge

Sega Enterprises, Inc. introduces *Ferrari F355 Challenge*, their newest driving sensation.

Player controls include a six speed manual gear shifter, gas, brake & clutch pedals, steering column "butterfly" shifter and four driver assist switches. The engine 255 utilizes the combined power of 4 Naomi hardware systems.

Features include stability control; traction control; anti-lock brakes; and an intelligent braking system (the car automatically slows around corners).

There are five race courses and six raceways. A printer feature is available for the player to know how he raced, showing the date, time and stats.

For more information contact your local distributor or for referral call Sega Enterprises at 415-701-6500.



Harley Pin

Sega Pinball Inc. introduces *Harley-Davidson*, a pinball with wide location appeal. The game features authentic Harley sound and licensed rock and roll riding music; a special motorcycle ball lock that does "wheelies," allowing for explosive 4 ball multiball; 3 dimensional molded stoplite; speedometer ramp that displays the ball speed; the shaker motor rumbles and as well has four pop bumpers and eight classic drop targets plus lots of other mechanical devices for both novice and expert players.

For more information contact your local distributor or for referral call Sega Pinball, Inc. at 708-345-7700.

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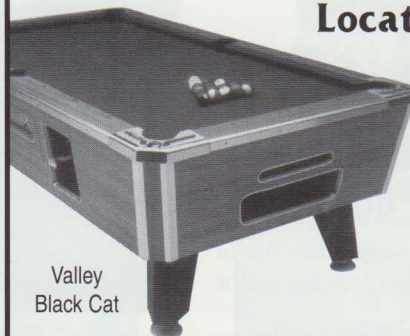
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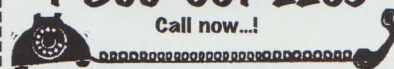
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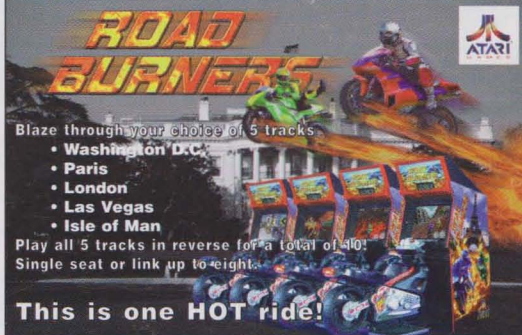
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